

ORDER



Orders
Order / Rev: 48665
Alt Order #: 09782911
Product Desc: AFP
Estimate: 1871
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: GENERAL

Fox 30 JAX

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-2
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	12	\$11,700.00	\$9,945.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	12	\$11,700.00	\$9,945.00	0.00
Totals	12	\$11,700.00	\$9,945.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Fox 30 JAX	5%	\$11,700.00
Market	100%	\$234,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	30%	\$70,200.00
WJXX	8%	\$18,720.00
WTEV	27%	\$63,180.00
WTLV	30%	\$70,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	08/15/12	08/17/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	-- WTF--	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
FOX 30 NEWS 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-- WTF--			1			\$560.00		0.00			
E 2	WAWS	08/15/12	08/17/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	-- WTF--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
FOX 30 NEWS 1030P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-- WTF--			1			\$300.00		0.00			

Fox 30 JAX